



# **CMS Requirements**

Support.com Framework

March 2018

# Version Control

Version	Description of Changes	Author	Effective Date
1.0	New document created	C. Sisco	

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# IMPORTANT INFORMATION

AORs are **not permitted** to implement code. The only circumstances under which code is permitted is when directed to do so within the instruction guide provided to the AOR by the CX Team.

- **Under no circumstances can code be applied to the CMS, this includes, but is not limited to HTML, JavaScript, CSS, etc.**
- AORs **should not be applying 3rd party tags** without first consulting with their Digital Consultants and getting proper authorization and documentation to do so.

See “Requirements” section of this document for more details.

If the framework is not meeting the Brand needs, please advise your Digital Consultant.

# About This Document

## Purpose

Support.com is a website framework for patient brand sites. This document provides requirements for creating and managing content within the Support.com templates and content modules, managed through the EPiserver Content Management System (CMS).

## Audience

US Oncology brands' digital Agencies of Record (AORs), Digital Consultants, and oMAP Reviewers.

**Note to the oMAP Editorial Team:** Where there are differences between the CMS Requirements and any Novartis editorial style guides, the style guidance in the CMS Requirements document prevails.

## How to Use This Document

This document complements additional reference materials, including training guides and style guides. Please refer to the reference chart in the Appendix of this document.

The screenshots in this document represent a point in time and are illustrative examples that are subject to change. **Follow the written details.**

Please consider the requirements a working document that will continue to evolve. For AORs, the document can be found in the OneDrive For Business /US OBU CMS Resource Center folder.

**All depictions of branded content are illustrative examples only and have not been oMAP-approved.**

# About This Document

## Responsive Design

The Support.com website is designed for smartphone, tablet, and desktop browsers. The layouts for the modules and templates respond based on browser size. Throughout this document, most elements are illustrated in the desktop layout. Mobile layouts are shown when there is a specific mobile requirement or consideration – for example, a mobile-specific image.

**Responsive Design Principles:** Adhere to the *Responsive Design Principles* document to ensure new web experiences meet the standards of Novartis Oncology US and provide an optimal user experience.

## Required and Optional Elements

Throughout this document, elements are noted as required or optional.

- Required elements must be included as indicated.
- Optional elements may be included or removed as indicated. Optional does not mean that an element may be replaced with something else.

# Requirements

## **The digital AOR cannot change:**

- Font type, size, or color unless noted
- Website functionality
- Code

**Actions that require coding are not allowed without approval.** To request approval, send a request to your Digital Consultant. The Digital Consultant will escalate the request to the CMS Change Request Committee. All requests must include:

- A clear explanation of the request
- A detailed explanation of why the request is being made, including potential benefits, timing, and level of urgency

**Do not code or implement changes to a CMS template or module.** If an AOR would like to suggest changes to the CMS, the AOR must elevate the request to the Digital Consultant.

## **AORs should develop the initial metadata**

**recommendations for the website.** The SEO vendor will then review and make recommendations. The AOR will implement the metadata into the CMS after considering the recommendations that the SEO vendor provides.

**For support, the AOR should contact their Digital Consultant.**

# Support.com Framework



# Support.com Sitemap

The Support.com Framework consists of a Home Page and up to four (4) main sections. Within the main sections, there is a Section Landing Page, and at the same level, interior pages.

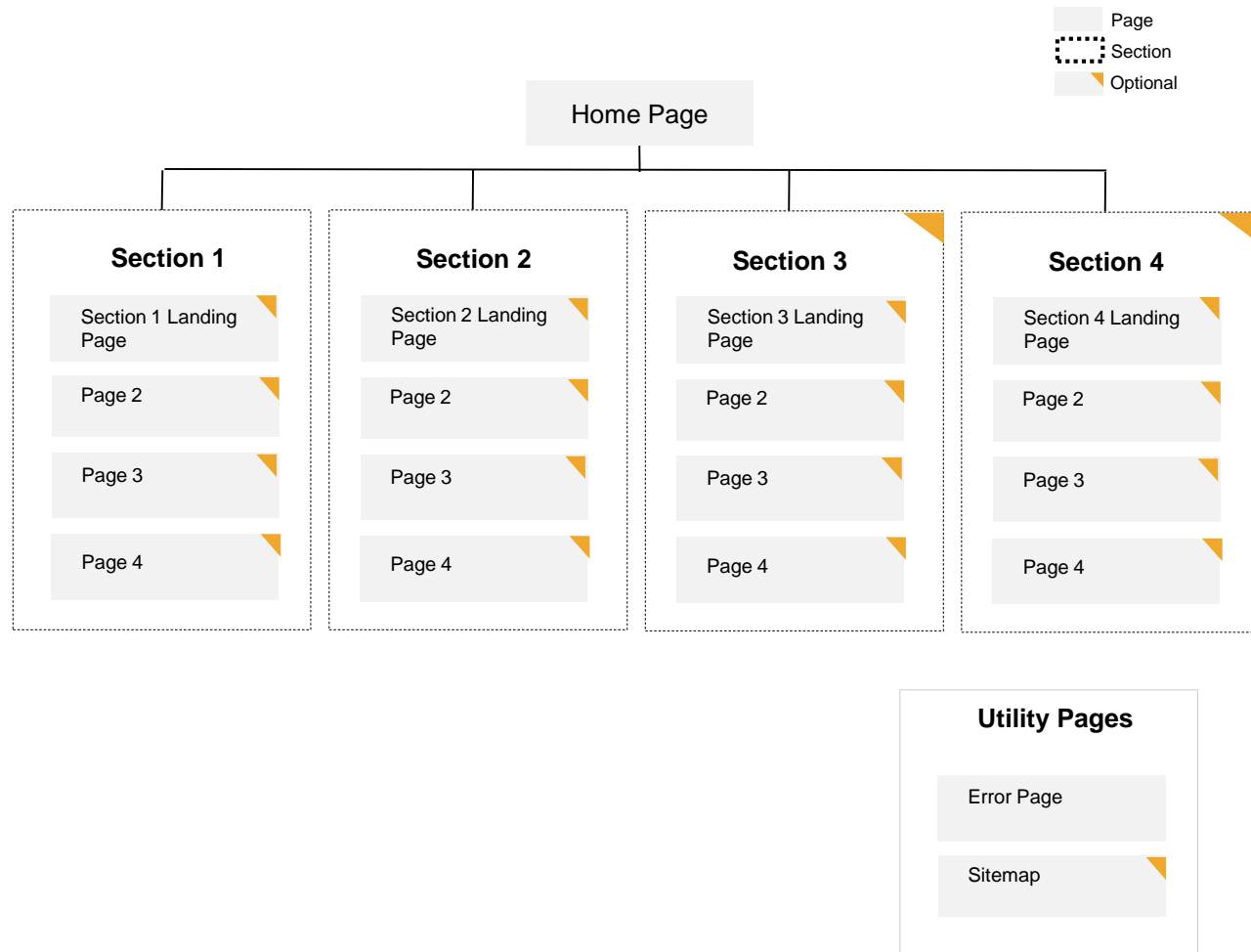
The Section Landing Page serves as a high level introductory of the interior pages of that section.

At minimum, two (2) main sections are required. Within these sections, you can choose to have Section Landing Pages and Interior Pages or Interior Pages only. All sections must maintain a consistent UX. If one section does not include a Section Landing Page, then none of the sections can include a Section Landing Page.

You may include as many or as few interior pages as needed per section. Only one (1) section landing page per section.

The sitemap shown represents a site using Section Landing Pages.

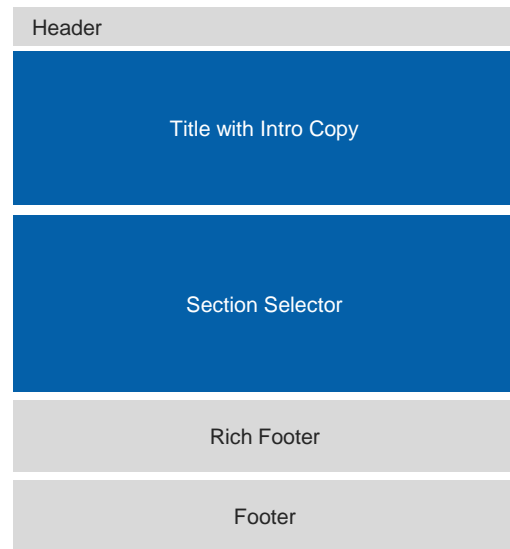
There is not a preset list of navigation titles, however, navigation titles must maintain a character limit of no more than 30 characters including spaces.



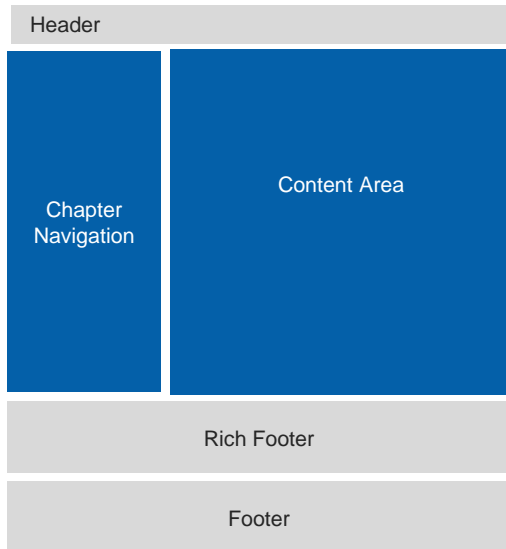
# Support.com Desktop Templates

Each template consists of components as shown in the diagrams below. The site will respond to the size of the browser on which it is being viewed, and the layout of the pages will shift accordingly. For mobile template diagrams, see the Appendix.

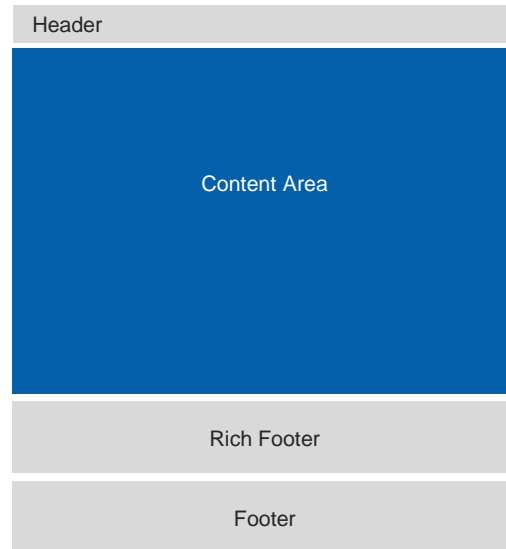
## Home Page Simple Page Template



## Interior Page with Chapter Navigation Chapter Nav template



## Interior Page without Chapter Navigation or Home Page with Background Image/Video Loop Simple Page Template



 Common Component  Page Template Component

# Visual Requirements

## Highlight Colors

Each website must use three highlight colors based on the approved color palette for the brand.

The primary highlight color is selected based on the primary color of the approved color palette.

The secondary color is selected based on the secondary color of the approved color palette.

The tertiary color is selected based on the tertiary color of the approved color palette.

Highlight colors should be selected by the AOR based on the approved color palette. The colors selected should then be approved by the Brand Lead(s) and Digital Director(s) assigned to the brand.

All color elements of the pages and blocks will automatically adopt the highlight colors as defined in this requirements document and the EPiServer Instruction document, and cannot be modified.

Refer to “**Color Mapping**” section of this document for color mapping details.

## Illustrations and Photography

AOR should create illustrations for their website taking a consistent approach so that Illustrations appear as though they belong to the same design system.

### IMPORTANT INFORMATION

Photography can be used throughout the website by leveraging the US Onco Image Block or the Hero Video block (for use on Home Page only).

The following components either contain the option to upload an image or are used in conjunction with Image blocks. These components must use illustrations only – photography is not permitted within these blocks. This will maintain the overall design system and ensure legibility of content within certain blocks.

The blocks requiring the use of illustration only include the following:

- Interactive Section Banner
- Hero Banner with Image
- Teaser Block

## Iconography

Currently, there is a global set of common icons available for use. Any additional icons needed should be created with the same look so that icons appear as though they belong to the same design system.

**All new icons should be final approved by Customer Experience team via your digital consultant.**



External Link



Phone



Footer Arrow



Thin Arrow Up

**MENU**

Menu



Thin Arrow Down



Close



Breadcrumb Arrow

## Headlines/Titles

Source Serif Pro Regular

Aa

### HEADLINES / TITLES

<https://fonts.google.com/specimen/Source+Serif+Pro>

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

FONT REQUIREMENTS

## Titles/Body Copy

Source Sans Pro Light

Aa

TITLES / BODY COPY

<https://fonts.google.com/specimen/Source+Sans+Pro>

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

---

abcdefghijklmnopqrstuvwxyz

---

0123456789

FONT REQUIREMENTS

## Button Copy/Footer Links/Breadcrumbs

Source Sans Pro Semibold

**BUTTON COPY / FOOTER LINKS / BREADCRUMBS**

<https://fonts.google.com/specimen/Source+Sans+Pro>

Aa

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

---

abcdefghijklmnopqrstuvwxyz

---





0123456789

# Color Mapping

- 1 Primary Brand Color
- 2 Secondary Brand Color
- 3 Footer Headline

The screenshot shows the Novartis Patient Support website. Annotations include:

- 1** (Primary Brand Color): Points to the 'Welcome to Patient Support' header.
- 1** (Primary Brand Color): Points to the 'Financial Assistance' header.
- 2** (Secondary Brand Color): Points to the 'Learn more' button under Financial Assistance.
- 2** (Secondary Brand Color): Points to the 'Find Support' button under Help & Support.
- 1** (Primary Brand Color): Points to the 'How can we help you?' header.
- 3** (Footer Headline): Points to the 'Our commitment to patients.' header.
- 2** (Secondary Brand Color): Points to the 'Learn more' button under 'Our commitment to patients.'.
- 2** (Secondary Brand Color): Points to the 'Contact Us:' header.
- 2** (Secondary Brand Color): Points to the 'Call 1-800-282-7630' text.

-  Primary Brand Color
-  Secondary Brand Color
-  Tertiary Brand Color
-  Additional Color - Manual Entry Field



# Color Mapping

- 1 Primary Brand Color
- 2 Secondary Brand Color
- 3 Tertiary Brand Color
- 4 Footer Headline
- 5 Hero and Callout Background Color
- 6 Hero Sub-headline Brand Color



- Primary Brand Color
- Secondary Brand Color
- Tertiary Brand Color
- Additional Color - Manual Entry Field

# Page Templates

# Home Page shown with Interactive Banner

The website's Home Page introduces the website and drives to pages within the website. When using the Interactive Banner approach to the Home Page, the Introduction must also be included. Requirements for these blocks are detailed within this document.

- 1 Header
- 2 Introduction
- 3 Section Selector
- 4 Rich Footer
- 5 Footer

The screenshot shows the Novartis Patient Support Home Page. It features a header with the Novartis logo and a link to the Health Care Professional Site. The main content area includes a welcome message, a section selector with three options: Financial Assistance, Help & Support, and a central graphic of a sun with a dollar sign. Below this is a rich footer with a list of services and a contact section. The footer also includes the Novartis logo and copyright information.

1 For US residents only. Visit Health Care Professional Site

2 NOVARTIS

3 Welcome to Patient Support.

4 Novartis Oncology is committed to getting you the tools and resources you need throughout your treatment journey. From helping you understand how to get your medications to providing online support, we offer more than just medicine—we're here to assist you every step of the way. Find out more about [our approach](#).

5 Financial Assistance

We can provide you with access to programs that may help lower the out-of-pocket costs of your medicine.

Get Started

Help & Support

Our patient support can connect you with a variety of programs and resources to complement your treatment plan.

Find Support

How can we help you?

- I would like some help with paying for my medication.
- I am looking for information about co-pay savings.
- I would like to learn more about patient assistance programs.
- I don't have health insurance, but would like to know my options.
- I am looking for day-to-day support for my condition.

Our commitment to patients.

At Novartis Oncology, patients are our priority. That's why we go beyond the medicines we make to bring you the support and resources you need to help you during your journey. Learn how we are helping to make getting the medication you've been prescribed as simple as possible.

Learn more

Contact Us:

Call 1-800-282-7630

NOVARTIS

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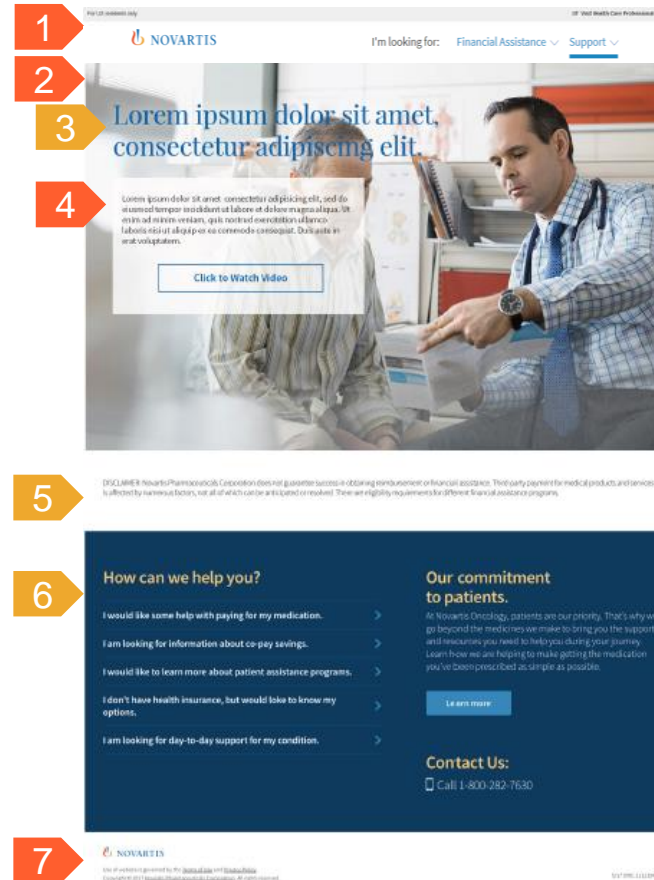
03/01/2018



# Home Page

## shown with Background Image/Video

The website's Home Page introduces the website and drives to pages within the website. When using the Background Image/Video approach, the Home Page Intro should be excluded.

- 1 Header with Navigation
- 2 Background Image/Video
- 3 Page Title
- 4 Content Overlay with optional CTA Button
- 5 Supporting Content
- 6 Rich Footer
- 7 Footer



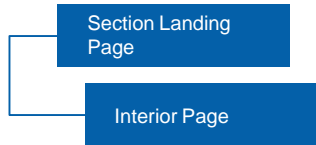
-  Required
-  Optional

# Interior Page with Chapter Navigation

The Support Framework consists of sections; each section consists of a Section Landing Page and Interior Pages. Each uses the same template but exists at different levels of the site hierarchy. Section Landing Pages should introduce the topics of the Interior Pages within its section.

- 1 Header
- 2 Chapter Navigation
- 3 Breadcrumbs
- 4 Content
- 5 Rich Footer
- 6 Footer

## Main Navigation



The screenshot shows the Novartis Health Care Education page. The layout includes a header with the Novartis logo and search options (1), a chapter navigation sidebar (2), a breadcrumb trail (3), a main content area with a title and introductory text (4), a 'Did You know?' section (5), and a footer with contact information (6). The page is titled 'Health Care Education' and includes a sidebar with links like 'Introduction', 'Did You Know?', and 'Understanding Health Insurance'.

- Required
- Optional

## Interior Page without Chapter Navigation

An alternate approach to the Interior Pages within each section is the Interior Page without Chapter Navigation.

1 Header

2 Breadcrumbs

3 Content

4 Rich Footer

5 Footer

### Main Navigation

Section Landing Page

Interior Page

The screenshot shows the Novartis Oncology Products page. It features a header with the Novartis logo and navigation links. The main content area lists several oncology products with 'Learn more' buttons. A dark blue section at the bottom contains a list of questions and answers about patient support, along with a 'Contact Us' section. Numbered callouts (1-5) point to specific elements: 1 points to the header, 2 points to the breadcrumbs, 3 points to the product list, 4 points to the patient support section, and 5 points to the footer.

1 Header

2 Breadcrumbs

3 Content

4 Rich Footer

5 Footer

Required

Optional

# Common Components

## COMMON COMPONENTS

# Header

The Header is consistent across the website. It includes the top bar, the website logo, and the website navigation. The top bar appears in grey as shown.

**1 US Residents:** Must read “For US residents only.”

**2 HCP/Patient Site Link:**

When linking to an HCP equivalent site, must read “Visit Health Care Professional Site”.

When linking to a Patient equivalent site, must read “Visit Patient Site”

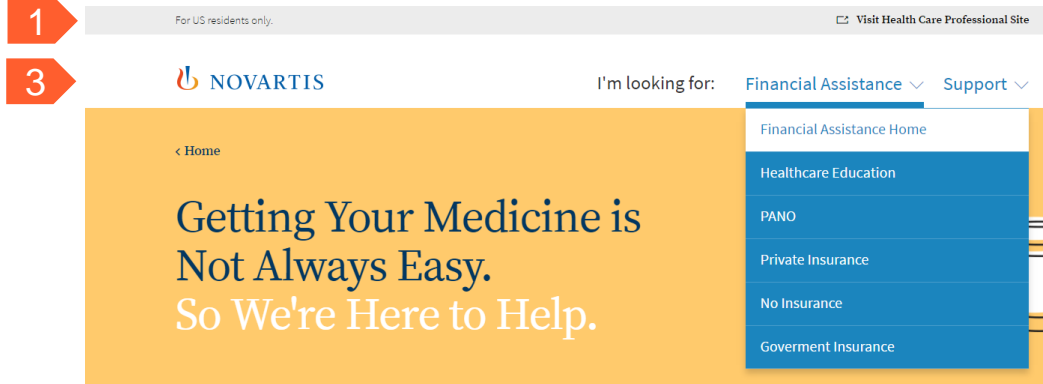
If you do not have an HCP/Patient site equivalent, do not use.

**3 Brand Logo:** 50 px height; variable width. Links to the Home Page.

### HOME PAGE HEADER WITHOUT NAVIGATION



### INTERIOR PAGE HEADER WITH NAVIGATION (dropdown shown)





## COMMON COMPONENTS

# Navigation

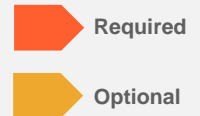
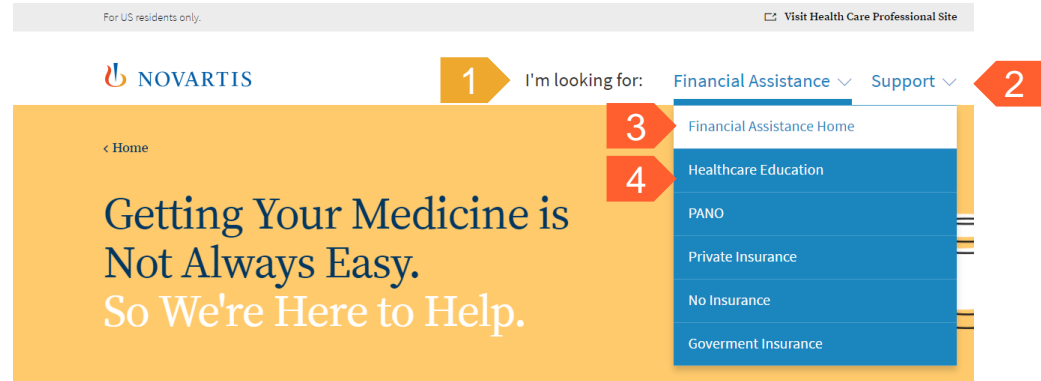
The Navigation is consistent across the website and includes an optional Headline. Navigation can be included on or excluded from the Home Page.

- 1** **Headline:** If using, must read "I'm looking for:"
- 2** **Section Title:** Must appear in title case (with initial caps). 25 characters maximum, including spaces. As few as two as many as four allowed. If using the Interactive Banner, titles must match. Appears in Secondary Brand Color.
- 3** **Section Landing Page Navigation:** Must match the Section title and include "Home" at the end. For example, the "Financial Assistance" Landing Page navigation title is "Financial Assistance Home" (as shown to right).
- 4** **Interior Page Title Navigation:** Must match the Chapter Navigation Pane Title of the corresponding page.

### TIPS:

- Navigation is optional on the Home Page only when Interactive Banner is used
- Headline within Navigation is optional, but if used applies to all pages
- Navigation appears in Secondary Brand Color and white

## INTERIOR PAGE HEADER WITH NAVIGATION



## COMMON COMPONENTS

# Rich Footer

The Rich Footer is an optional element and if used, must be consistent across the website. If using the Rich Footer, some elements are required, while others remain optional

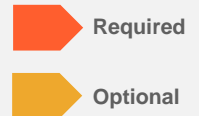
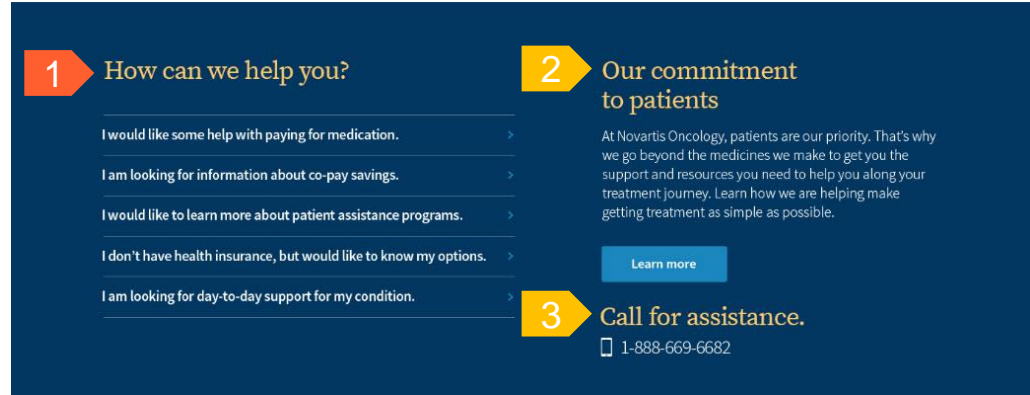
**1 Links List:** If using the Rich Footer, this element is required. Links List is to be used to deep link to content within the website. Maximum number of deep links is five (5). Maximum characters including spaces is 100.

**2 Footer CTA:** Optional CTA. Can be used to deep link, link to an external Novartis web property, or for downloadable materials.

**3 Hotline:** Optional. Can only be used as a phone number CTA. Must include title and numeric phone number.

### TIPS:

- If using only the Links List, the defined column setting can be altered so the Links List extends beyond the half way point of the page
- Color of title does not map, it is a manual entry and can be any color selected by the brand that works with the overall color palette
- Body/text link copy appears in white



## COMMON COMPONENTS

# Footer

The Footer is a consistent element across the website. Some of the required elements may not be modified. For destination links, please see next page.

**1 Novartis Signoff:** Standard across the website and should include:

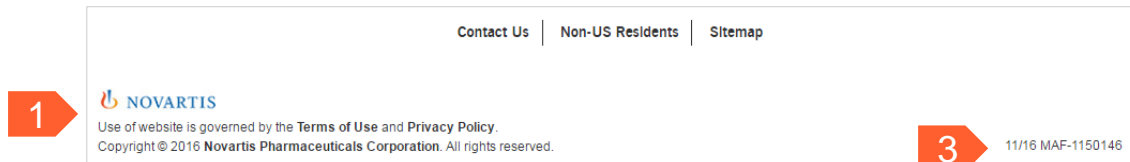
[Novartis logo]

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Copyright (C) 20XX Novartis Pharmaceuticals Corporation. All rights reserved.

**2 Footer Links:** Contact Us is the only required Footer Link. Non-US Residents and Sitemap are optional, however, a sitemap page should be included for sites with more than 3 pages. See next page for destination links.

**3 oMAP Date & Code:** Appears on all pages of the website. Do not include "0" when referring to single-digit months. Example: January 2015 = 1/15.



### TIPS:

- Footer Links can be found on the following page
- HCP non-promotional websites may include the Interest Based Advertising link as described on the following page. Interest-based Ads would appear as last link on the right in the footer links.

## COMMON COMPONENTS

# Footer Links

Required/ Optional	Link Title	URL
<b>Required</b>	[Novartis Logo]	<a href="http://www.novartisoncology.us/index.jsp">http://www.novartisoncology.us/index.jsp</a>
<b>Required</b>	Terms of Use	<a href="https://www.pharma.us.novartis.com/terms-use">https://www.pharma.us.novartis.com/terms-use</a>
<b>Required</b>	Privacy Policy	<p><b>For HCP websites:</b> <a href="https://www.pharma.us.novartis.com/hcp-privacy-policy">https://www.pharma.us.novartis.com/hcp-privacy-policy</a>  <b>For all other websites:</b> <a href="https://www.pharma.us.novartis.com/privacy-policy">https://www.pharma.us.novartis.com/privacy-policy</a></p> <p>If you are uncertain as to which URL to use, consult the Privacy Office.</p>
<b>Required</b>	Novartis Pharmaceuticals Corporation	<a href="https://www.pharma.us.novartis.com/about-us">https://www.pharma.us.novartis.com/about-us</a>
<b>Required</b>	Contact Us	<p><b>For HCP websites:</b> <a href="https://www.pharma.us.novartis.com/utills/contact/hcp/emailh">https://www.pharma.us.novartis.com/utills/contact/hcp/emailh</a>  <b>For all other websites:</b> <a href="https://www.pharma.us.novartis.com/utills/contact/info/emaili">https://www.pharma.us.novartis.com/utills/contact/info/emaili</a></p>
<b>Required</b>	Non-US Residents	<a href="https://www.novartisoncology.com">https://www.novartisoncology.com</a> or an approved non-US equivalent website.
<b>Required</b>	Sitemap	Link to the Sitemap page of the website
<b>Optional</b>	Interest-based Ads	<p><a href="https://www.pharma.us.novartis.com/hcp-privacy-policy#anchor">https://www.pharma.us.novartis.com/hcp-privacy-policy#anchor</a>  Interest-Based Advertising is the collection of data across web domains owned or operated by different entities for the purpose of delivering advertising based on preferences or interests known or inferred from the data collected. For Novartis:</p> <ul style="list-style-type: none"> <li>• <b>Applies to HCPs only</b></li> <li>• The link must be placed on your HCP website BEFORE you can target them through 3rd party advertising efforts</li> </ul>

# Home Page Components

## HOME PAGE COMPONENTS

# Home Page Intro

The Home Page Intro Block can be used to introduce the website and must appear directly below the page header. The Home Page Intro can be used in conjunction with the Interactive Banner. It cannot be used in conjunction with the Background Image/Video options.

**1** **Title:** No more than two lines of copy (when on desktop). Must appear in title case (with initial caps). 35 characters maximum, including spaces. Appears in Primary Brand Color.

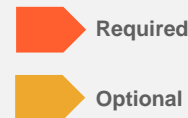
**2** **Description:** Briefly introduce the website. **400 characters maximum, including spaces.**



**1** **Welcome to Patient Support**

I'm looking for: [Financial Assistance](#) ∨ [Support](#) ∨ 

**2** Novartis Oncology is committed to getting you the tools and resources you need throughout your journey. From helping you understand how to get your medications to providing online support, we offer more than just medicine—we're here to assist you every step of the way.



## HOME PAGE COMPONENTS

# Interactive Section Banner

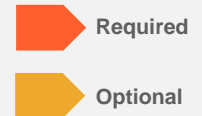
The Interactive Section Banner can be used on the Home Page only, and is to be used to callout two main sections or areas of the website.

- 1 Title:** No more than two lines of copy. Must appear in title case (with initial caps). 35 characters maximum, including spaces. Must match the Section Title in Navigation. Appears in Primary Brand Color.
- 2 Description:** Briefly introduce the content on the page to which the CTA links. **400 characters maximum, including spaces.**
- 3 CTA Button:** Use a concise call to action such as "Learn More" or "Find Support" to link to the relevant page. Must appear in title case (with initial caps). Appears in Secondary Brand Color
- 4 Image:** Must be an illustration.

### Desktop View



### Mobile View

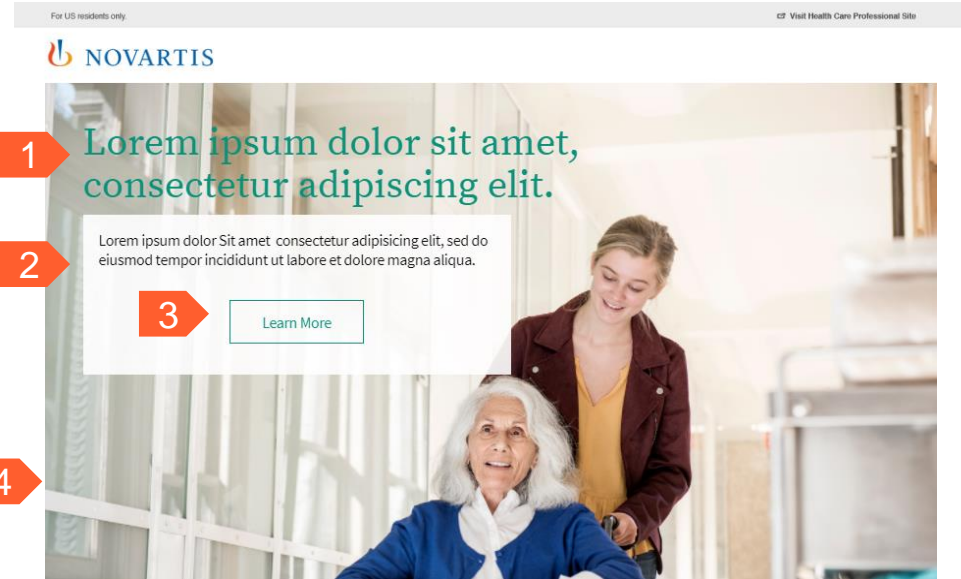


## HOME PAGE COMPONENTS

# Background Image

The Background Image can be used instead of the Interactive Section Banner. It can be used to callout a specific page of the website.

- 1 Title:** No more than two lines of copy (in desktop). Must appear in title case (with initial caps). 40 characters maximum, including spaces. Appears in Primary Brand Color.
- 2 Description:** Briefly introduce the content on the page to which the CTA links or the auto-play video. **400 characters maximum, including spaces.**
- 3 CTA Button:** Must appear in title case (with initial caps). Use a concise call to action such as “Learn More” or “Find Support” to link to the relevant page. Appears in Primary Brand Color.
- 4 Image:** Image on mobile has a fixed height of 430px (maintains aspect ratio). On desktop, the image expands to fill 100% of the parent container. The parent container has a max-height of 700px.



DISCLAIMER: Novartis Pharmaceuticals Corporation does not guarantee success in obtaining reimbursement or financial assistance. Third-party payment for medical products and services is affected by numerous factors, not all of which can be anticipated or resolved. There are eligibility requirements for different financial assistance programs.



## HOME PAGE COMPONENTS

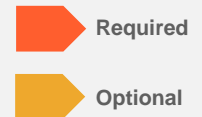
# Background Video

The Background Image can be used instead of the Interactive Section Banner. It can be used to callout a specific page of the website.

- 1 Title:** No more than two lines of copy (in desktop). Must appear in title case (with initial caps). 40 characters maximum, including spaces. Appears in Primary Brand Color.
- 2 Description:** Briefly introduce the content on the page to which the CTA links or the auto-play video. **400 characters maximum, including spaces.**
- 3 CTA Button:** Must appear in title case (with initial caps). Must read "Click to Watch Video". See following page for user experience. Appears in Primary Brand Color.
- 4 Video:** Mobile does not display the video loop. An image must be uploaded to display on mobile. Mobile has a fixed height of 430px (maintains aspect ratio). Video plays in video player when user clicks CTA. On desktop, the video expands to fill 100% of the parent container. The parent container has a max-height of 700px.  
**Video aspect ration:** 16:9



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## HOME PAGE COMPONENTS

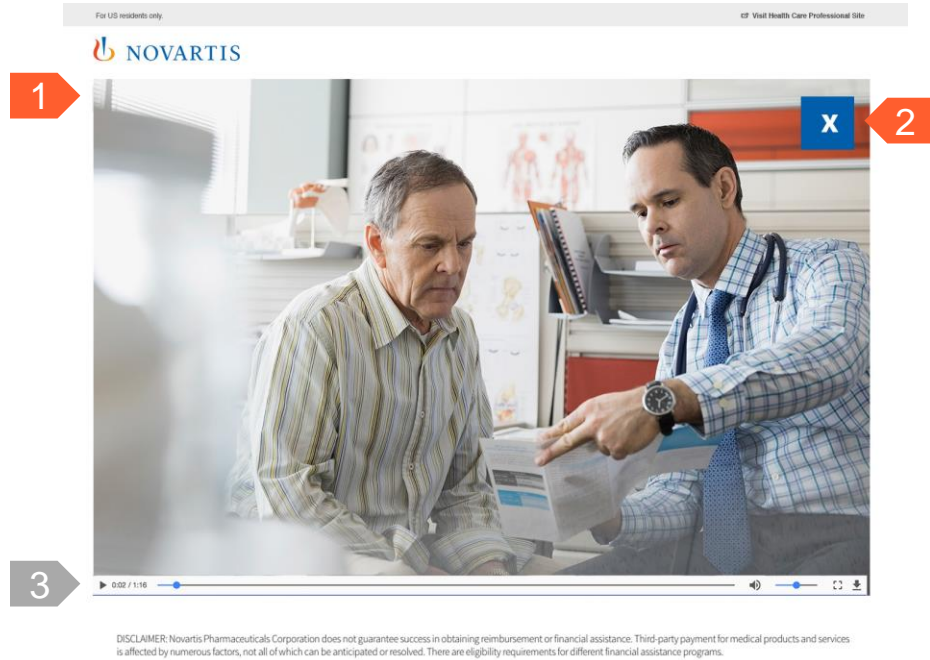
# Background Video *continued*

When using the Background Video with Text Box, when the user clicks the CTA on homepage, the text box fades out and the video starts playing immediately inline.

### 1 Background Video

**2 Close Button:** A “close” button appears. Clicking this returns the user to the default state with the video background playing (no sound) and text box overlay, as per previous page. Appears in Primary Brand Color.

**3 Video Player:** Contains video player controls and is auto-generated in the CMS.



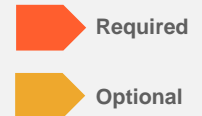
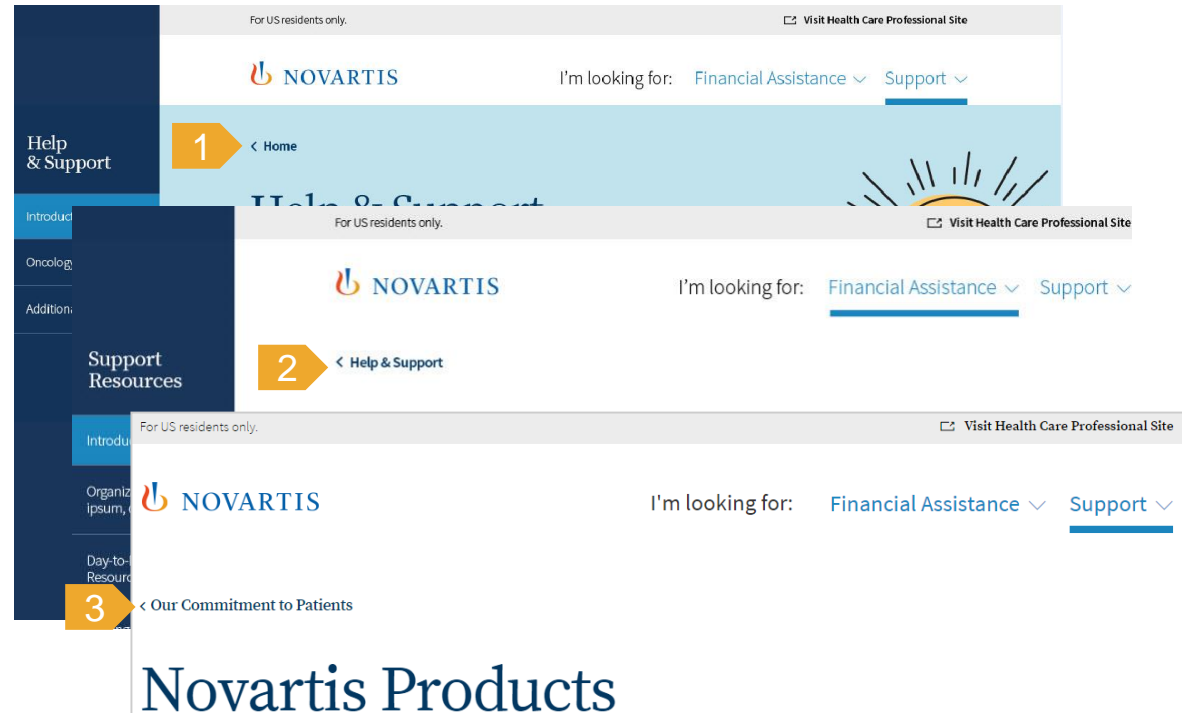
# Interior Page Components

## INTERIOR PAGE COMPONENTS

# Breadcrumbs

Breadcrumbs is an optional feature and can be modified as needed to represent the “level” to be shown on the page. Breadcrumbs appear in Primary Brand Color.

- Breadcrumbs Level 1:** Home Page. Allows user to go back to Home Page.
- Breadcrumbs Level 2:** Landing Page. Allows user to go back to the Landing Page of the section they are currently viewing.
- Breadcrumbs Level 3:** Content Page. Allows user to go back to the previous page within the section they are currently viewing.



## INTERIOR PAGE COMPONENTS

# Chapter Navigation

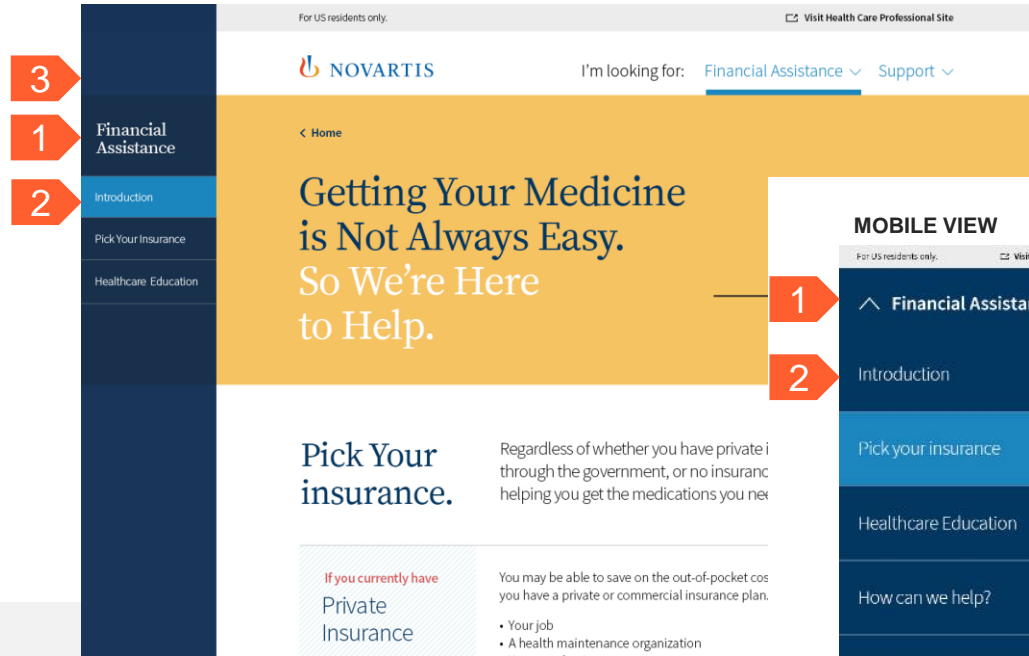
Chapter Navigation appears in the left column only on pages leveraging the chapter-nav template. These links act as jump links to the content of the page.

- Chapter Navigation Page Title:** Must match the interior page title navigation.
- Chapter Navigation Links:** The first content container will be hard coded as "Introduction". The remaining sections of the page will match the section title and is populated via the "Name" field of the content container block in the CMS.
- Home (not shown):** A link to "Home" indicated as "house icon" can be included and will appear above the Chapter Navigation Title.

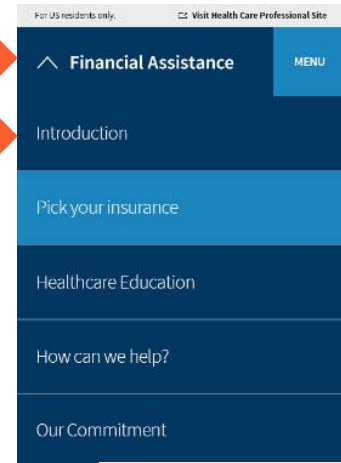
### TIPS:

- Chapter Navigation Bar appears in Primary Brand Color. Navigation Links background is programmatically applied.
- Navigation Links on-state appears in Secondary Brand Color.

## DESKTOP VIEW



## MOBILE VIEW



 Required

 Optional

## INTERIOR PAGE COMPONENTS

# Hero Banner with Image

A Hero Banner is an optional component for the Section Landing Pages only. When used, it must appear at the top of the content area of the page. If not used, the content below will be pushed up to fill the space.

Currently, there are only 2 background color options:

- Light Blue = css class "hero-help-color"
- Yellow (shown) = css class "hero-financial-color"

The Headline and Sub-headline are applied via the CMS.

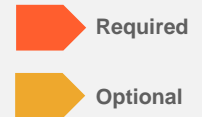
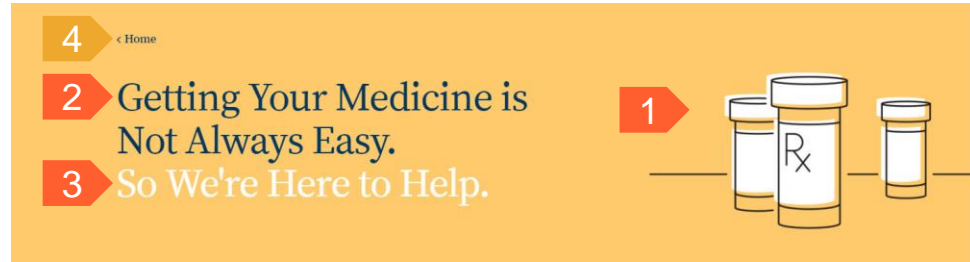
**Do not embed text within the image.**

**1 Illustration:** Must be an illustration.

**2 Headline:** Headline appears in the primary color and has a maximum character count of 45 characters, including spaces. Appears in Primary Brand Color.

**3 Sub-headline:** Sub-headline appears in white only, and has a maximum character count of 45 characters, including spaces. Appropriate color can be selected and applied manually.

**4 Breadcrumbs:** If used, automatically overlay the Hero Banner. See Breadcrumbs page for more details.

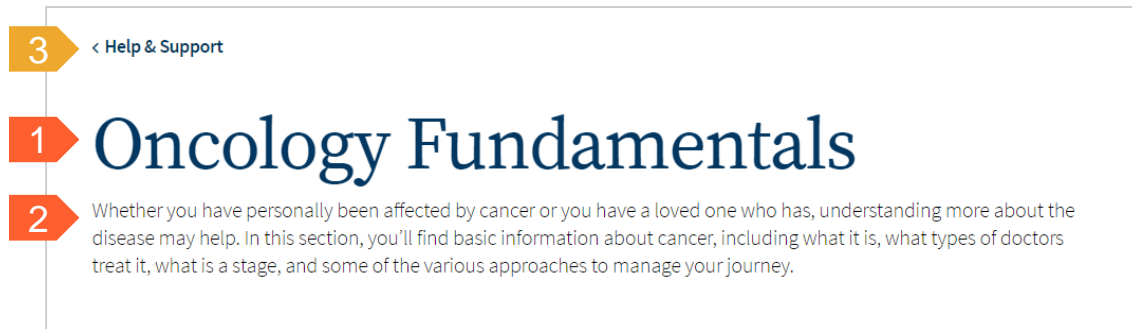


## INTERIOR PAGE COMPONENTS

# Hero Banner without Image

A Hero Banner without Image is an optional component for the Interior Pages only. When used, it must appear at the top of the content area of the page. If not used, the content below will be pushed up to fill the space.

- 1** **Headline:** Maximum character count of 45 characters, including spaces. Appears in Primary Brand Color
- 2** **Sub-headline:** Maximum character count of 400 characters, including spaces. Sub-headline font size adjusts with length.
- 3** **Breadcrumbs:** If used, automatically overlay the Hero Banner. See Breadcrumbs page for more details.



## INTERIOR PAGE COMPONENTS

# Headline Block

The Headline Block is to be used to present the title of and the introduction to a section of content within an interior page.

This block is not to be used for body copy. It is to be used as a headline with a brief intro only. Use available copy blocks for body copy.

**1** **Headline:** Headline appears in the primary color and has a maximum character count of 45 characters, including spaces. Appears in Primary Brand Color.

**2** **Description:** Briefly introduce the content on the page the Headline Block represents. **400 characters maximum, including spaces.**

## TWO COLUMN

### **1** Pick Your Insurance

**2** Regardless of whether you have private insurance, insurance through the government, or no insurance at all, we're committed to helping you get the medications you need.

## ONE COLUMN

### **1** Independent Charitable Foundations

**2** There are a variety of independent charitable foundations that may be able to provide you with additional assistance. Select your condition below to see a list of some of the foundations that may be able to help.



## INTERIOR PAGE COMPONENTS

# Text Block

Text Block content appears on the Interior Pages and is made up of a headline, body copy and an optional image and optional CTA button.

- 1** **Headline:** Maximum character count of 45 characters, including spaces. Appears in Primary Brand Color.
- 2** **Description:** Briefly introduce the content on the page the Headline Block represents.
- 3** **CTA Button:** Use a concise call to action such as "Learn More" or "Find Support" to link to the relevant page. Must appear in title case (with initial caps). Appears in Secondary Brand Color.
- 4** **Image: Custom size; must be an illustration.** Image can be clickable. When there is no image, the text area will extend to the full width of the Text Block.

### WITHOUT IMAGE

**1**

## Novartis Products

**2**

Novartis products treat a wide range of diseases and conditions, from breast cancer to carcinoid tumors.

**3** [Learn more](#)

### WITH IMAGE

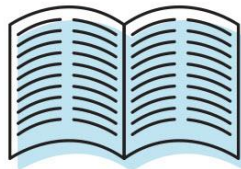
**1**

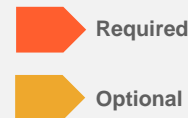
## Health Care Education

**2**

In 2010, the Affordable Care Act (ACA), also known as Obamacare, brought many important changes to the US health care system.

**3** [Learn more](#)

**4** 



## INTERIOR PAGE COMPONENTS

# 2-Column Text Block

The 2-column text block has a default grey background that sets the content within apart from the rest of the page content

**1 Title:** Headline appears in the primary color and has a maximum character count of 45 characters, including spaces. Appears in Primary Brand Color.

**2 Sub-title:** Headline appears in the tertiary color and has a maximum character count of 45 characters, including spaces. Appears in Tertiary Brand Color

**3 Description:** There is no character limit set for the description, however, this component is intended to provide brief snippets of information. Ensure the content maintains the integrity of the design and provides an acceptable user experience.

### 1 Related Terms

#### 2 Accountable Care Organizations

Accountable Care Organizations (ACOs) are groups of health care providers and facilities that work together to provide coordinated care for Medicare patients. By sharing medical records and therapy information, ACOs are better able to provide high-quality care to their patients with less time spent filling out medical forms and performing duplicate tests.

#### 3 Out-of-Pocket Costs

Out-of-pocket costs refer to the health care expenses you are responsible for paying that aren't reimbursed by your insurance provider. These expenses include payments for services that aren't covered by your insurance plan, as well as co-pays, coinsurance, and deductibles for services that are covered.

#### Premium

A premium is the set amount of money you pay each month in order to receive health insurance. This amount does not include other costs you will have to pay for the health care services you receive, such as co-pays, coinsurance, and deductibles.

#### Patient-Centered Medical Homes

The patient-centered medical home (PCMH) model is a way of organizing a patient's therapy by coordinating their care through their primary care physician. This type of model leads to improved patient and provider experiences through better communication and coordination of care.

## INTERIOR PAGE COMPONENTS

# List Block

The List Block can be used to list out small digestible bits of content or to provide brief descriptions with a CTA Button that clicks through to more robust information on the topic.

**1** **Category:** This is an optional feature that can be used to group similar content into categories.

**2** **Headline:** Maximum character count of 25 characters, including spaces. Appears in Primary Brand Color.

**3** **Description:** Can be used to further describe the headline or to provide a brief intro to the content located at the CTA destination. Maximum 150 characters including spaces.

**4** **CTA Button:** Use a concise call to action such as “Learn More” or “Find Support” to link to the relevant page. Must appear in title case (with initial caps). Appears in Secondary Brand Color.

### TIPS:

- Choose the “Us Onco Teaser List Item” block. Within this block, go to “settings” tab and choose “Product” from the drop down options.

The screenshot displays a List Block with two category headers: "A-E" and "F-J".

**Category A-E:**

- AFINITOR DISPERZ™** (everolimus) tablets for oral suspension. Includes a "Learn more" button.
- AFINITOR®** (everolimus) tablets. Includes a "Learn more" button.
- ARRANON®** (nelarabine) injection. Includes a "Learn more" button.

**Category F-J:**

- ARZERRA®** (ofatumumab) injection for intravenous infusion. Includes a "Learn more" button.
- EXJADE®** (deferasirox) tablets for oral suspension. Includes a "Learn more" button.

## INTERIOR PAGE COMPONENTS

# List with Pattern

The List with Pattern block can be used to list out small digestible bits of content or to provide brief descriptions with a CTA Button that clicks through to more robust information on the topic. Pattern in left column is applied programmatically.

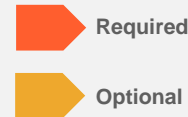
- 1** **Headline:** Maximum character count of 25 characters, including spaces. Appears in Tertiary Brand Color.
- 2** **Title:** Appears in the tertiary Color. It has a maximum character count of 25 characters, including spaces. Appears in Primary Brand Color.
- 3** **Content Area:** If using the CTA Button use this area to briefly introduce the content on the page to which the CTA links. Otherwise, use this area for brief content.
- 4** **CTA Button:** Use a concise call to action such as "Learn More" or "Find Support" to link to the relevant page. Must appear in title case (with initial caps). Appears in Secondary Brand Color.

### TIPS:

- Choose the "Us Onco Teaser List Item" block. Within this block, go to "settings" tab and choose "ListWithPattern" from the drop down options.

The image shows three examples of the 'List with Pattern' block. Each example consists of a left column with a patterned background and a right column with a white background. The examples are numbered 1, 2, and 3 in orange boxes. Example 1 is for 'Private Insurance', Example 2 is for 'No Insurance', and Example 3 is for 'Government Insurance'. Each example includes a headline, a title, content, and a 'Learn more' button.

Number	Headline	Title	Content	CTA Button
1	if you currently have	Private Insurance	You may be able to save on the out-of-pocket costs of your medicine if you have a private or commercial insurance plan. These plans are usually offered through: <ul style="list-style-type: none"><li>Your job</li><li>A health maintenance organization</li><li>Your own business</li><li>A health exchange program established by the Affordable Care Act (ACA), also known as Obamacare</li></ul>	Learn more
2	if you currently have	No Insurance	If you do not have health insurance, you still have options. You may be eligible for financial assistance through Patient Assistance Now Oncology (PANO).	Learn more
3	if you currently have	Government Insurance	You may be able to save on the out-of-pocket costs of your medicine if you have government insurance, such as Medicare, Medicaid, TRICARE, U.S. Department of Veterans Affairs health care, or the U.S. Department of Defense health care.	Learn more



## INTERIOR PAGE COMPONENTS

# List without Pattern

The List without Pattern block can be used to list out small digestible bits of content or to provide brief descriptions with a standard in-text CTA that clicks through to more robust information on the topic or to another web property.

**1** **Headline:** (not shown, see previous page for example). Maximum character count of 25 characters, including spaces.

**2** **Title:** Maximum character count of 25 characters, including spaces. Appears in Primary Brand Color.

**3** **Content Area:** If using the CTA Button use this area to briefly introduce the content on the page to which the CTA links. Otherwise, use this area for brief content .

**4** **CTA:** The format is as follows:

Visit [URL] to learn more.

“Visit” and “to learn more” are applied programmatically.

### TIPS:

- Choose the “Us Onco Teaser List Item” block. Within this block, go to “settings” tab and choose “DayToDay” from the drop down options

**2** **Air Care Alliance**

**3** Free air transportation to medical treatment for people with a financial need is provided by many volunteer organizations.

**4** Visit [www.aircarealliance.org](http://www.aircarealliance.org) to learn more.

**American Cancer Society Hope Lodge**

31 locations throughout the United States

The American Cancer Society has a place where cancer patients and their caregivers can find help and hope when home is far away - an American Cancer Society Hope Lodge. Each Hope Lodge offers cancer patients and their caregivers a free place to stay when their best hope for effective treatment may be in another city.

Visit [www.cancer.org/treatment/supportprogramsservices/hopelodge](http://www.cancer.org/treatment/supportprogramsservices/hopelodge) to learn more.

**Angel Airlines for Cancer Patients**

Angel Airlines for Cancer Patients facilitates no-cost or reduced-rate commercial airline tickets for needy cancer patients and their families. Patients use the charitable medical air transportation system to travel to and from distant specialized medical evaluations, diagnoses, or treatments.

Visit [www.angelairlinesforcancerpatients.org](http://www.angelairlinesforcancerpatients.org) to learn more.

 **Required**

 **Optional**

## INTERIOR PAGE COMPONENTS

# Image Block

Image block can be used at full-width or half-width (shown). Images may be included within content sections on the Section Landing or Interior Pages.

**1** **Headline:** Required if using half-width approach. Maximum character count of 45 characters, including spaces. Appears in Primary Brand Color.

**2** **Description:** Required if using half-width approach. There is no character limit set for the description, however, this component is intended to provide brief snippets of information. Ensure the content maintains the integrity of the design and provides an acceptable user experience.

**3** **Image:** Can be made clickable. This can be photography, illustration, etc.. If used at half-width, the image will be aligned with the section title (as shown).

### TIPS:

- Content does not wrap the image; the content and the image appear in two distinct columns (as shown)

## HALF-WIDTH

1

### Patient Assistance Now Oncology

3



Patient Assistance  
Now **Oncology**

Assistance. Access. Answers.

2

Patient Assistance Now Oncology (PANO) can assist with many aspects of getting access to your medication—from insurance verification, to financial assistance, to a supportive call center.

**Call us:** [1-800-282-7630](tel:1-800-282-7630)

[Learn more](#)



Required



Optional

## INTERIOR PAGE COMPONENTS

# Steps Block

Steps Block can be used to provide the user with step-by-step instructions or to list out information that is best presented in a numbered list.

- 1 Steps Number:** Maximum 4 steps. The styled numbering is applied programmatically for this component. Appears in Tertiary Brand Color.
- 2 Step Title:** Maximum character count of 40 characters, including spaces. Cannot exceed two lines of copy. Appears in Primary Brand Color.
- 3 Step Description:** Include the relevant information for the step. Maximum character count of 400 characters, including spaces.
- 4 CTA Button:** A CTA button is option. If used, it must apply to all steps in the series. There can be only one CTA per series. Use a concise call to action to link to the relevant page. Must appear in title case (with initial caps). Appears in Secondary Brand Color.

The example shows a vertical sequence of four steps. Step 1 is 'Find out if you're eligible.' with a description: 'Visit [www.CoPay.NovartisOncology.com](http://www.CoPay.NovartisOncology.com) or call 1-877-577-7756 to find out if you're eligible for the Universal Co-Pay Program. You will be asked to answer eligibility questions and provide basic information'. Step 2 is 'Get your co-pay card' with a description: 'If you're eligible, download or print your co-pay card if you enrolled online; if you enrolled over the phone, your card information will be provided to you during your call, so you can start using it immediately while you wait to receive your card in the mail. Bring your Universal Co-Pay Card to the pharmacy, or provide the pharmacy with your card information to receive savings'. Step 4 is a blue button labeled 'Enroll in the Universal Co-Pay Program'.

- 1 Find out if you're eligible.**  
Visit [www.CoPay.NovartisOncology.com](http://www.CoPay.NovartisOncology.com) or call 1-877-577-7756 to find out if you're eligible for the Universal Co-Pay Program. You will be asked to answer eligibility questions and provide basic information
- 2 Get your co-pay card**  
If you're eligible, download or print your co-pay card if you enrolled online; if you enrolled over the phone, your card information will be provided to you during your call, so you can start using it immediately while you wait to receive your card in the mail. Bring your Universal Co-Pay Card to the pharmacy, or provide the pharmacy with your card information to receive savings
- 4 Enroll in the Universal Co-Pay Program**

## INTERIOR PAGE COMPONENTS

# Accordion

This component can be used to display information in an Accordion format and can appear with or without the expand/collapse all feature. The example on this page shows the Accordion module in use as an FAQ.

**1 Expanded:** In the FAQ example, the expanded state displays the question and the answer.

**2 Collapsed:** In the FAQ example, the collapsed state displays the question.

1

**What is cancer?**

Cancer is not just one disease. Cancer is the term used to describe a group of related diseases in which cells in the body divide uncontrollably and possibly spread into surrounding areas. Cancer can occur in any organ or system of the body and begins with unchecked cell growth, forming clumps or growths called tumors for some cancers, or elevated cancerous cell levels in blood cancers. It is thought that this happens because the body's process of telling a cell whether to grow or to shut down becomes defective, like a switch that becomes stuck in the "on" position.

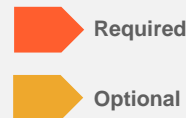
2

**What is a patient-centered approach?**

**What types of health care providers treat cancer?**

### TIPS:

- The default setting is to have all panels closed
- The accordion can also be set to have the first panel or all panels open as the default setting
- Titles and rule line appear in Primary Brand Color.





## INTERIOR PAGE COMPONENTS

# List Dropdown

This component allows the user to access more robust, “filtered” content within a single Interior Page. Dropdowns separate content into different results panels, and the panels are viewed one at a time.

**1 Dropdown:** 70 character maximum, including spaces. Brief intro to the content in the “results” content area.

**2 Results List:** Results will display in a one or two column layout. If there is an odd number of results the left column will be the longer of the two.

Results can be actionable to display contact information related to the list. No other blocks can be used at this level. See next page for Contact Card component details.

### TIPS:

- See next page for Contact Card details
- Appears in Secondary Brand Color

### DESKTOP DEFAULT VIEW

Choose a condition to lorem ipsum dolor sit

### DESKTOP OPEN VIEW


Choose a condition to lorem ipsum dolor sit


Acromegaly	Chronic Lymphocytic Leukemia
Bone Metastases	Chronic Myeloid/ Myelogenous Leukemia
Breast Cancer	Cushing's Disease/ Cushing's Syndrome
Carcinoid Tumors	Cutaneous T-cell Lymphoma
Cervical Cancer	Gastrointestinal Stromal Tumor (GIST)
Chronic Immune Thrombocytopenia	Hepatitis C
Chronic Iron Overload	Idiopathic Thrombocytopenic Purpura

### MOBILE

Choose a condition to lorem ipsum dolor sit.

- Acromegaly
- Bone Metastases
- Breast Cancer
- Carcinoid Tumors
- Cervical Cancer
- Chronic Immune Thrombocytopenia
- Chronic Iron Overload
- Chronic Lymphocytic Leukemia
- Chronic Myeloid/Myelogenous Leukemia
- Cushing's Disease/ Cushing's Syndrome

 Required

 Optional

## INTERIOR PAGE COMPONENTS

### List Contact Card

This component is used to present contact information containing Name, Phone Number, and Website URL.

This component must be used in conjunction with the List Dropdown block (as shown; see details on previous page). It cannot stand alone.

**1 Name:** 45 character maximum, including spaces. If name exceeds 45 characters but can be abbreviated, use abbreviations. Appears in Primary Brand Color

**2 Phone Number:** Appears in Tertiary Brand Color. Icon is applied programmatically. Use the following format:

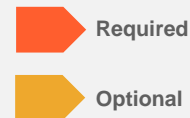
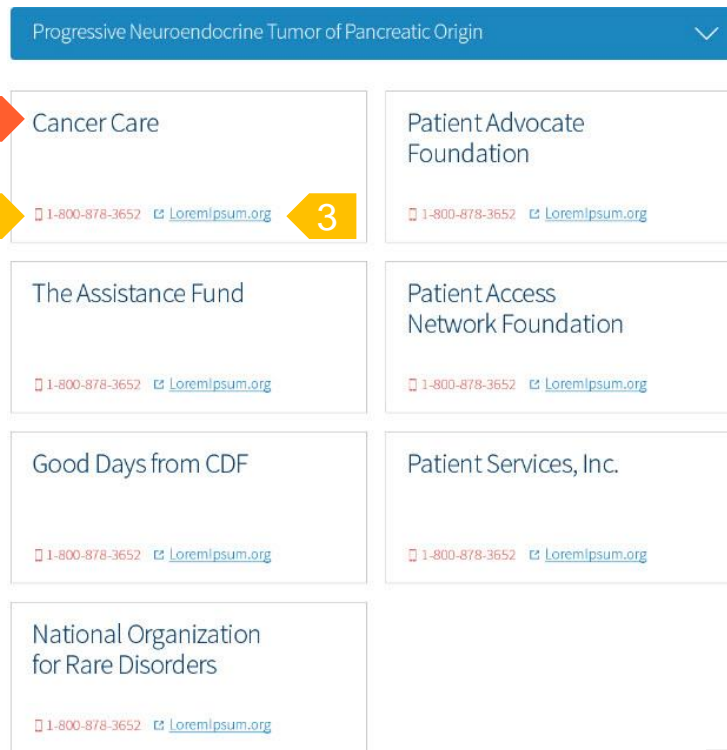
1-XXX-XXX-XXX

**3 Website:** Display Name can be presented in one of two ways:

1. Use domain name without <http://www.>:  
loremipsum.org
2. Use standard CTA title: Website

#### TIPS:

- The Contact Card appears after a user has selected a result from the List Dropdown Result list



## INTERIOR PAGE COMPONENTS

# Tabbed Content

This component allows the user to switch between different versions of content within a single Interior Page. Tabs separate content into different panes, and the panes can be viewed one at a time. The content changes based on the tab selection.

**1 Tabs:** Minimum of 2 and a maximum of 5. Tab title contains 35 characters maximum, including spaces. Use easy-to-understand language to describe the tabs. Appears in Secondary Brand Color.

**2 Tab Content:** Because the Tabbed Content is a stand alone component, it requires other blocks to be used to build out the content under each tab. Therefore, any block that can be used in an interior page content area can be used to display the content within each tab. Example shows the List without Pattern Block.

1

Transportation  
and Lodging Services

Preparing  
Healthy Meals

Mind  
and Body

Home  
Cleaning

Additional  
Resources

2

### Air Care Alliance

Free air transportation to medical treatment for people with a financial need is provided by many volunteer organizations.

Visit [www.aircarealliance.org](http://www.aircarealliance.org) to learn more.

### American Cancer Society Hope Lodge

31 locations throughout the United States

The American Cancer Society has a place where cancer patients and their caregivers can find help and hope when home is far away - an American Cancer Society Hope Lodge. Each Hope Lodge offers cancer patients and their caregivers a free place to stay when their best hope for effective treatment may be in another city.

Visit [www.cancer.org/treatment/supportprogramsservices/hopelodge](http://www.cancer.org/treatment/supportprogramsservices/hopelodge) to learn more.

## INTERIOR PAGE COMPONENTS

# 3-Column Block

This component presents content in columns with a headline and optional image, a brief description and optional CTAs.

### 1 Image

**2 Headline:** 35 character maximum, including spaces. Appears in Primary Brand Color.


**3 Description:** Maximum character count of 400 characters, including spaces.

**4 CTA Links:** Text links. Use a concise call to action such as "Learn More" or "Find Support" to link to the relevant page or website. Must appear in title case (with initial caps) and include ">".

#### TIPS:

- The image and headline can be created in the CMS using the WYSIWYG and applying a table where the image lives in one column and the headline lives in the other.

1



2

Dosecast

3

Dosecast reminds you to take your medications on time, sends refill reminders, and logs your medication adherence.

4

[Download for iOS >](#)  
[Download for Android >](#)



MedHelper Pill Reminder

MedHelper keeps track of prescriptions, reminds you to take your medications, notifies you when doctor appointments are scheduled, and alerts you when your medications are running low or about to expire.

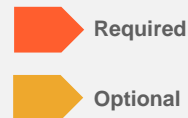
[Download for iOS >](#)  
[Download for Android >](#)



My Pillbox

My PillBox helps you remember and follow your medication schedule, and alerts you when it's time to take your next dose.

[Download for iOS >](#)  
[Download for Android >](#)



## INTERIOR PAGE COMPONENTS

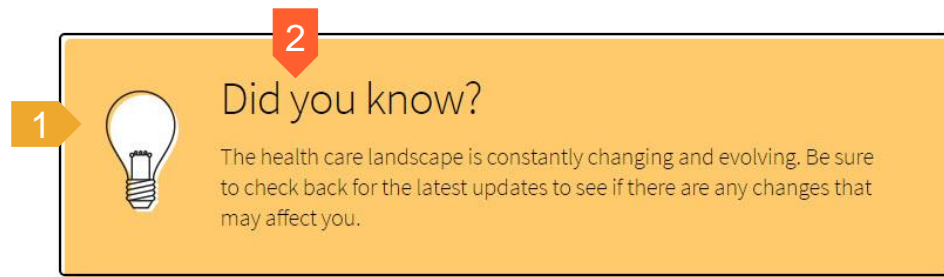
# Teaser Block

This component can be used to highlight information such as a relevant statement, trivia, fact, quote, etc..

Currently, there is only one background color available (yellow as shown).

**1** **Image:** Optional, but if used, must be an illustration.

**2** **Text:** Includes headline and description. Text is left aligned.



## INTERIOR PAGE COMPONENTS

# Video Block

The Rule Divider is a block that contains a required design element.

- 1 Pre-headline:** 25 characters maximum, including spaces.
- 2 Headline:** 40 characters maximum, including spaces. Appears in Primary Brand Color.
- 3 Body Copy:** Required if using half-width approach. Content will wrap around video if the content exceeds the height of the video. There is no character limit set for the description. Ensure the content maintains the integrity of the design and provides an acceptable user experience.
- 4 Image/Video:** 16:9 Format
- 5 Title & Length:** The video title and length appear over the video thumbnail. This information is applied as CMS copy. Do not embed it in the video thumbnail image.

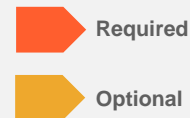
**1 THIS IS THE PRE-HEADLINE**

**2 This is the Headline2**

**3** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis eget laoreet nulla. Vivamus hendrerit tempus ultrices. Suspendisse sed tellus ut tellus rutrum pellentesque. Duis imperdiet vestibulum arcu, in interdum nunc vehicula ut.

**3** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis eget laoreet nulla. Vivamus hendrerit tempus ultrices. Suspendisse sed tellus ut tellus rutrum pellentesque. Duis imperdiet vestibulum arcu, in interdum nunc vehicula ut.

**4**



## INTERIOR PAGE COMPONENTS

# Video Block

The Rule Divider is a block that contains a required design element.

- 1 **Pre-headline:** 25 characters maximum, including spaces.
- 2 **Headline:** 40 characters maximum, including spaces. Appears in Primary Brand Color.
- 3 **Body Copy:** Required if using half-width approach. There is no character limit set for the description. Ensure the content maintains the integrity of the design and provides an acceptable user experience.
- 4 **Image/Video:** 16:9 Format
- 5 **Title & Length:** The video title and length appear over the video thumbnail. This information is applied as CMS copy. Do not embed it in the video thumbnail image.



## Image Gallery

The Rule Divider is a block that contains a required design element.

- 1** **Headline:** 40 characters maximum, including spaces. Appears in Primary Brand Color.
- 2** **Body Copy:** There is no character limit set for the description. Ensure the content maintains the integrity of the design and provides an acceptable user experience.
- 3** **Image:** Must be created in a 3:2 ratio
- 4** **Disclaimer Text:** Associated text displays on hover. Maximum of 25 characters including spaces. Example: Actor Portrayal. Choice of white or black font.
- 5** **Overlay Text:** Associated text displays on hover. Maximum of 125 characters including spaces. Choice of white or black font.
- 6** **"More" Button:** Minimum number of images to be shown upon page load is 4 and maximum is 10. Total number of images allowed per page is 50.

# This is a Headline

This is a description



Disclaimer Text 3



Overlay Text Overlay Text Overlay Text Overlay Text Overlay Text Overlay  
Text Overlay Text Overlay Text Overlay Text Overlay



IT ATTACKS YOUR PLATELETS!

[Load more images](#)

► **Required**

Optional



## INTERIOR PAGE COMPONENTS

# Expandable Callout

Minimum of 1 and a maximum of 4. This component allows the user to switch between two or three different versions of content within a single Detail Page. Tabs separate content into different panes, and the panes can be viewed one at a time. The content changes based on the tab selection

**1 Title:** 40 character maximum, including spaces.

**2 Intro Copy:** 70 character maximum, including space. Brief intro to the content in the expandable content area.


**3 Expandable Content:** Supports the Title and Intro Copy.

**4 Image:** Must be included. Images can be photography or illustrations. Images will not scale, and should be provided at the exact size needed. Must be less than 120px x 120px.

### TIPS:

- Titles and Intro Copy appear in Primary Brand Color when not expanded. When expanded they appear in white.
- Expanded background color appears in Primary Brand Color.

1




2

**Lorem ipsum dolor sit amet, consectetur**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ultricies


3

When I first started taking PROMACTA, sometimes I took my medicine with food. But my doctor explained that PROMACTA only works if you take it exactly as prescribed. That means taking PROMACTA on an empty stomach, either 1 hour before eating or 2 hours after eating. It's also important to take PROMACTA either 2 hours before or 4 hours after eating foods or taking medicines that keep my body from absorbing PROMACTA. These include dairy products, calcium-rich foods, antacids, multivitamins, and other supplements that contain iron, calcium, aluminium, magnesium, selenium, or zinc. Taking PROMACTA exactly as my doctor prescribed is how I do my part to help manage my condition.

4



**David didn't think PROMACTA was working**  
[Click to read how David now regularly tracks its effectiveness](#)



**Donna didn't want a new medicine**  
[Click to read why Donna decided that PROMACTA was right for her](#)

 **Required**

 **Optional**

## INTERIOR PAGE COMPONENTS

### Quiz



Quizzes will include multiple questions along with two to three possible answers. There is a minimum of one and a maximum of ten questions. The quiz allows multiple attempts, until the user picks the correct answer.

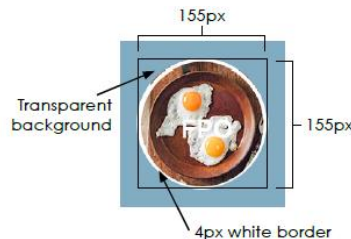
- 1 Title:** Appears in Primary Brand Color
- 2 Question:** Maximum of ten questions per quiz module
- 3 Answer Button:** 20 character maximum, including spaces. Minimum of two, maximum of three answers.
- 4 Answer Result:** "Correct" and "Try Again" are pre-programmed as well as the check mark and x.
- 5 CTA Buttons:** Not Shown. If there is more than one question in the quiz, a "Next Question" button is required. At the end of the quiz, a "Start Over" button is required.
- 6 Image:** Images are optional. Images can be photography or illustrations. Images will not scale, and should be provided at the exact size needed. Transparent background required. Apply a 4px white round border to the image.



Image dimensions: 155px X 155px

- 1** Let's see how much you know about taking PROMACTA in the morning.
- 2** Click the food choice that fits into a low-calcium diet.



- 4**  **Good job!** : With only 29 mg of calcium, a fried egg is a good low-calcium choice.
- 4**  **Try again** : With 448 mg of calcium, low-fat yogurt is a high-calcium food.



-  **Required**
-  **Optional**

## INTERIOR PAGE COMPONENTS

# Printable Inventory

Printable Inventory is a three step process, it cannot be more or less than three steps. The user selects options that apply. At the end of the steps the user will be able to print an inventory of their selections.

- 1** **Title:** Should read "Choose one or more options"
- 2** **Step Title:** 24 character maximum, including spaces. Numbers for steps are pre-programmed.
- 3** **Step Intro Copy:** 24 character maximum, including spaces. There is one for each step.
- 4** **Response (Prevalues):** maximum of 12 response options and a minimum of 1 per step. 20 character maximum, including spaces.
- 5** **CTA Buttons:** Step 1 will have a "Continue" button. Steps 2 and 3 will have a "Back" and a "Continue" button. Summary step will have a "Start Over" and a "Print your Personal Inventory" button.

### TIPS:

- See following pages for more details.

- 1** Choose 1 or more options.
- 2**

1. People in my life.	2. Things I can do.	3. I can plan ahead.
-----------------------	---------------------	----------------------
- 3** I am not alone, I have:
- 4**

My friends	My family	My pets
My partner	My children	My religious family
My neighbors	My health care team	My support group
- 5**

Continue
----------

 Required

 Optional

## INTERIOR PAGE COMPONENTS

# Printable Inventory *continued*

Printable Inventory is a three step process, it cannot be more or less than three steps. The user selects options that apply. At the end of the steps the user will be able to print an inventory of their selections.

1

### CTA Buttons:

Step 1 will have a “Continue” button (shown on previous page)

Steps 2 and 3 will have a “Back” and a “Continue” button (shown on this page)

Summary step will have a “Start Over” and a “Print your Personal Inventory” button (shown on next page)

Choose 1 or more options.

1. People in my life.

2. Things I can do.

3. I can plan ahead.

I am not alone, I have:

Vacations

Holiday traditions

Learning new things

Seeing a loved one graduate

Weekend getaways

Going to a concert

Girls' night out

Taking a walk

Holding my grandchild

1

Back

Continue

 Required

 Optional

## INTERIOR PAGE COMPONENTS

# Printable Inventory *continued*

Printable Inventory is a three step process, it cannot be more or less than three steps. The user selects options that apply. At the end of the steps the user will be able to print an inventory of their selections.

### 1 Summary Step Title

2 **Summary Title:** The content here should align to the message in the Step Intro Copy.

### 3 Responses (Prevalues)

4 **CTA Button:** Step 1 will have a “Continue” button. Steps 2 and 3 will have a “Back” and a “Continue” button. Summary step will have a “Start Over” and a “Print your Personal Inventory” button.

### 1 Positive things in my life...

2 I have...	I enjoy...	I look forward to...
3 My friends	Dining out with friends	Vacations
My family	Walking my dog	Learning new things
My pets	Volunteering	Seeing a loved one graduate

4 Start Over

Print Your Personal Inventory

Required

Optional

## INTERIOR PAGE COMPONENTS

# Printable Inventory PDF

Printable Inventory PDF is a PDF generated from the Summary Page of the Printable Inventory Tool. It will be automatically generated based on the user's selections and information the AOR enters into the fields (noted below) of the CMS

- 1 Summary Step Title
- 2 Summary Title
- 3 Responses (Prevalues)
- 4 PDF Background Image

4 Cut here

1 Positive things in my life

2 I have...

3 My friends  
My family  
My pets

I enjoy...

Dining out with friends  
Walking my dog  
Volunteering



I look forward to...

Vacations  
Learning new things  
Seeing a loved one graduate

### TIPS:

- PDF Background Image file is located in the Toggle Assets Pane, under the Media tab in the Printable Inventory PDF Background folder, under the Global-Images Folder. File name: backgroundblank.png

11/17 XXX-123456

-  Required
-  Optional

## INTERIOR PAGE COMPONENTS

# In-Page Toggle

This component allows the user to switch between two or three different versions content within a single Detail Page. Tabs separate content into different panes, and the panes can be viewed one at a time. The content changes based on the tab selection

### 1 Title

### 2 Intro Copy

**3 Tabs:** Minimum of 2 and a maximum of 3. Tab title contains 10 characters maximum, including spaces. Use easy-to-understand language to describe the tabs.

**4 Icons:** Icons are optional. Either all tabs have icons or no tabs have icons.

Create svg files that don't have any stroke color. Stroke property should NOT be set to none. The svg file will resize and colorize programmatically.

**Max width: 47px**  
**Max height: 33px**

**5 Tab Content:** Any block which can be used in a detail page content area can be used here.

1


## Product In-Page Toggle Container


2


Click each tab below to see how the time you take your PROMACTA shapes your daily routine.

3

5

 Morning

 Bedtime

 Late Night

### Road to Recovery

The American Cancer Society Road To Recovery program provides transportation to and from treatment for people with cancer who do not have a ride or are unable to drive themselves.

Visit [www.cancer.org/treatment/supportprogramsservices/road-to-recovery](http://www.cancer.org/treatment/supportprogramsservices/road-to-recovery) to learn more.

 **Required**

 **Optional**

## INTERIOR PAGE COMPONENTS

# Rule Divider

The Rule Divider is a block that contains a required design element.

- 1** **Rule Divider:** Can only be placed between content blocks and is to be placed between main content areas and “like” blocks to provide some distinction between content for the user.

**1**

## Stages of Cancer

Most cancers are represented by a Roman numeral that refers to the stage of the disease. The stages can vary from 0 to IV. Talk to your doctor to learn more about these stages and what each stage means.

Not all cancers are staged, though. For example, because leukemia is a blood cancer, it exists in the bloodstream rather than within an

### CT (or CAT) Scan

A computed tomography (CT) or computerized axial tomography (CAT) scan uses x-rays to take 3-dimensional images of the body and is used by physicians treating cancer in several ways, including detecting cancerous tumors and evaluating their characteristics (how big they are and how far they have spread); determining the best site to take a biopsy; and evaluating how well therapy is progressing. CT scans of the head, chest, or abdomen are common. Physicians may also inject special dyes called contrast agents to help visualize the area of interest.

Visualize the area of interest.

### What is a stage?

Staging is a way of describing how much cancer is in the body and where it is located. The stage describes the severity of an individual's cancer based on the size of the original tumor, as well as on how much the cancer has spread in the body.



# Registration Form

## REGISTRATION FORM

# Top of Page

The Registration Form has been created with a modular structure to allow flexibility across brand needs. Within the form framework, brands may select the Contact Info and Q&A Blocks needed for their respective programs.

At the top of the form page, include an Introduction and the Novartis Privacy Notice.

- 1 Introduction:** Briefly explain the benefits of the program and what the user can expect after signing up.
- 2 Privacy Notice:** Must appear directly above the Activity Bar. The content of the Privacy Notice can be modified upon approval by the Privacy Office.
- 3 Activity Bar:** The active step in the form is underlined. Must read: 1. Enter your Information 2. Review and Submit

### TIPS:

- The Privacy Notice is required unless the Privacy Office advises otherwise.
- Registration Forms must be reviewed with and approved by the Privacy Office prior to oMAP submission.

1

**Get support for your unique needs**

Having metastatic melanoma isn't easy, but it's important to know you're not alone. That's why we created a program that gives you the support you need to forge ahead and keep fighting. Whether you're considering Telfar + Melanist as a treatment option or you're already taking it, you'll receive ongoing support that's designed especially for you, including:

- one-on-one calls with a patient counselor
- E-mails with useful information about what to expect from treatment, financial support options and support to help you keep fighting

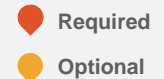
2

**Privacy notice**

The personal information you supply to us will be shared with and among our business partners to provide you with products, programs, and services regarding cancer and to conduct market research.

3

1. Add your information	2. Review and Submit								
<p><small>* Required Field</small></p> <p>First Name <input type="text"/> Last Name* <input type="text"/></p> <p>Mailing address* <input type="text"/></p> <p>City* <input type="text"/> State* <input type="text"/> Zip code* <input type="text"/></p> <p>E-mail* <input type="text"/> Phone number <input type="text"/> Cell Phone Number <input type="text"/></p> <p><input type="checkbox"/> I consent to receive marketing calls and text messages from Novartis Pharmaceuticals Corporation or on its behalf including calls and text messages made with an auto dialer or prerecorded voice mail messages, at the telephone number(s) above. I understand that my carrier's standard rates may apply. I understand that my consent is not a condition of any purchase from Novartis Pharmaceuticals Corporation.</p> <p>Diagnosis Date* <input type="text"/> Why do we need this?</p> <p>Month <input type="text"/> Year <input type="text"/></p> <p>Which of the following best describes your situation?</p> <p><input type="radio"/> I have TSC</p> <p><input type="radio"/> I care for someone with TSC</p> <p><input type="radio"/> I think that I have or a loved one has TSC</p> <p>What kind of TSC-associated symptoms do you or your loved one suffer from? (choose all that apply)</p> <table border="1"> <tbody> <tr> <td>Brain, specifically Subependymal Giant Cell Astrocytomas (SEGAs)</td> <td>Brain, specifically Subependymal Nodules (SENs)</td> </tr> <tr> <td>Kidneys (also known as Renal Angiomyolipomas)</td> <td>Lungs (also known as Lymphangioleiomyomatosis, or LAM)</td> </tr> <tr> <td>Eyes</td> <td>Heart</td> </tr> <tr> <td>Skin</td> <td>Mouth</td> </tr> </tbody> </table>		Brain, specifically Subependymal Giant Cell Astrocytomas (SEGAs)	Brain, specifically Subependymal Nodules (SENs)	Kidneys (also known as Renal Angiomyolipomas)	Lungs (also known as Lymphangioleiomyomatosis, or LAM)	Eyes	Heart	Skin	Mouth
Brain, specifically Subependymal Giant Cell Astrocytomas (SEGAs)	Brain, specifically Subependymal Nodules (SENs)								
Kidneys (also known as Renal Angiomyolipomas)	Lungs (also known as Lymphangioleiomyomatosis, or LAM)								
Eyes	Heart								
Skin	Mouth								



## REGISTRATION FORM

# Step 1: Enter Information

In Step 1, users will enter all of their information. The illustration at right shows all of the available Contact Info and Q&A Block types. When creating a form, only include the necessary questions to keep the form short and encourage users to complete registration.

- 1 Form Field Blocks:** Appear at the top of the form, in the following order:
  - 1a.** First Name, Last Name (required)
  - 1b.** Mailing Address; followed by Email, followed by Phone Number (these fields are optional but must appear in this order as applicable). You can have up to two phone number fields.
- 2 Q&A Blocks:** Appear below the Contact Info Fields. The following options are available: Radio Buttons (select one), Month/Year Dropdowns (may include one or two dropdowns), Checkboxes (select multiple).
- 3 Continue Button:** Once all required fields are completed, this will take the user to Step 2.

### TIPS:

- As a best practice, only collect data that will be used.
- Although not required, Mailing Address should be captured if needed for name de-duping, program analytics, or future program migration.

1. Enter Your Information      2. Review and Submit

\* Required Field

1a First Name\*      Last Name\*

1ac Mailing Address

City      State      Zip Code

Phone Number      E-Mail

☐ I consent to receive marketing calls and text messages from Novartis Pharmaceuticals Corporation or on its behalf including calls and text messages made with an auto-dialer or pre-recorded voice mail messages, at the telephone number(s) above. I understand that my carrier's standard rates may apply. I understand that my consent is not a condition of any purchase from Novartis Pharmaceuticals Corporation.

2 Reason for joining the Tafinlar + Mekinist Patient Support Program\*

☐ For myself

☐ For someone with metastatic melanoma

Diagnosis Date ☐ Why do we need this?

Month      Year

Medication currently being taken for metastatic melanoma (select all that apply)

Tazigna (nintinib)      Imbruvic (imatinib mesylate)

Sprycel      Other

None

Medication previously being taken for metastatic melanoma (select all that apply)

Tazigna (nintinib)      Imbruvic (imatinib mesylate)

Sprycel      Other

None

3 Continue

- Required
- Optional

## REGISTRATION FORM

# Form Field Blocks

The various registration form fields listed below are created using the Form Field Block.

**1 First Name**

**2 Last Name**

**3 Mailing Address:** Use only one Mailing Address line to capture users house/apartment number, street name, etc..

**4 City**

**5 State**

**6 Zip Code**

**7 Email**

**8 Phone Number:** Can have up to two phone number fields. If your campaign is such that a cell phone is the preferred phone number type you'd like to capture from the user, then label the field "Cell Phone Number" or "Mobile Number" If including only one phone number field, the field must be the cell phone number or mobile number field.

**9 Phone Number Consent:** This checkbox and corresponding consent language are required if Phone Number fields are included in your form. Users must opt in to allow us to communicate with them via phone. The consent language should only be modified if advised by the Privacy Office.

1. Enter Your Information

2. Review and Submit

\* Required Field

1 First Name\*

2 Last Name\*

3 Mailing Address

4 City

5 State

6 Zip Code

8 Phone Number

7 E-Mail

9

☐ I consent to receive marketing calls and text messages from Novartis Pharmaceuticals Corporation or on its behalf including calls and text messages made with an auto dialer or prerecorded voice mail messages, at the telephone number(s) above. I understand that my carrier's standard rates may apply. I understand that my consent is not a condition of any purchase from Novartis Pharmaceuticals Corporation.


Reason for joining the Tafinlar + Mekinist Patient Support Program\*


☐ For myself
 ☐ For someone with metastatic melanoma

Diagnosis Date Why do we need this?

Month

Year

 **Required**

 **Optional**

## REGISTRATION FORM

# Q&A Blocks

There are three types of Q&A sets available. All are optional and should be included based on brand requirements.

**1 Radio Buttons:** Users can only select one of the available choices.

**2 Month/Year Dropdowns:** Brands may choose to include both Month and Year dropdowns, or select just one.

**3 Checkboxes:** Users may select multiple of the available choices.

**4 “Why do we need this?” Tool Tip:** May be added to any Contact Info or Q&A Block to provide detail on why certain information is required. Upon hover or tap, a tool tip will appear providing additional detail.

### TIPS:

- The Privacy Office may require use of the Tool Tip to convey specific privacy language based on the question asked.
- As a best practice, only collect data that will be used.

**1** Reason for joining the Tafilar + Mekinist Patient Support Program\*

☐ For myself **4**

☐ For someone with metastatic melanoma

**2** Diagnosis Date ☐ Why do we need this?

Month  Year

**3** Medication currently being taken for metastatic melanoma (select all that apply)

Tasigna (nilotinib)	Gleevec (imatinib mesylate)
Sprycel	Other
None	

Medication previously being taken for metastatic melanoma (select all that apply)

Tasigna (nilotinib)	Gleevec (imatinib mesylate)
Sprycel	Other
None	

**Continue**

 **Required**

 **Optional**

## REGISTRATION FORM

# Step 2: Review and Submit

In Step 2, users will have the option to edit their information and submit the form.

- 1 Editable Information:** The user's information appears with the option to edit by returning to Step 1. Contact Info appears first, followed by answers to the Q&A Block questions.
- 2 Opt-in Language:** May be modified as dictated by the Privacy Office based on program requirements.
- 3 Optional Opt-ins:** If the brand requires additional opt-ins that are not part of the Opt-in Language, they may be included here.
- 4 Back/Submit Buttons:** The user may return to Step 1 by selecting "Back" or "Edit", or complete the registration process by selecting "Submit."

### TIPS:

- Refer to the Novartis *Marketing Permissions Management for Consumers and HCPs - Requirements and Marketing Guidelines* for additional information and requirements regarding managing permissions for marketing programs

1. Enter Your Information

2. Review and Submit

Review and submit your information

1

<b>Name</b> John McClain	<b>E-Mail</b> DH123@gmail.com	<a href="#">Edit</a>
<b>Phone Number</b> 636-123-4567	<b>Mailing Address</b> 123 Fake Street, Apt. 1 Beverly Hills, CA 90210	

**Reason for joining the Tafinlar + Mekinist Patient Support Program\***  
For someone with metastatic melanoma

**Diagnosis Date\***  
January 2016

**Medication currently being taken for metastatic melanoma\***  
Tasigna (nilotinib)

**Medication previously being taken for metastatic melanoma\***  
Sprycel  
Other

2

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt



3

☐ Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod  
☒ Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod

4

Back

Submit

-  Required
-  Optional

## REGISTRATION FORM

# Confirmation Page

There are three possible states for the Confirmation Page and each require a separate page to be built to address each state:

1. Confirmation of successful form submission (illustrated)
2. Already registered
3. System error will appear if there is an error during form submission

1

### Headline Options:

Confirmation: "Thank you! You are now registered for [program name]."

Already registered: "Hello again! You're already enrolled in [program name]."

System error: "Sorry, a system error has occurred."

2

### Body Copy Options:

Confirmation and Already registered: Briefly explain the benefits of the program and provide a support phone number if available.

System error: "We're working to fix this issue. Please try again later."



I'm looking for: [Financial Assistance Test](#) [Support](#)

1

## Thank you for signing up for TSC SUPPORT

2

You'll receive regularly scheduled e-mails with useful information about:

- TSC symptoms
- Treatment options
- Tips for talking with your doctor

### TIPS:

- AORs may choose to add additional information to the body copy.
- Confirmation Pages are also known as "Results Messages" within the CMS

Visit Health Care Professional Site

Required

Optional

# Utility Pages

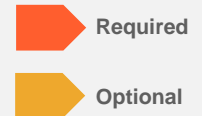
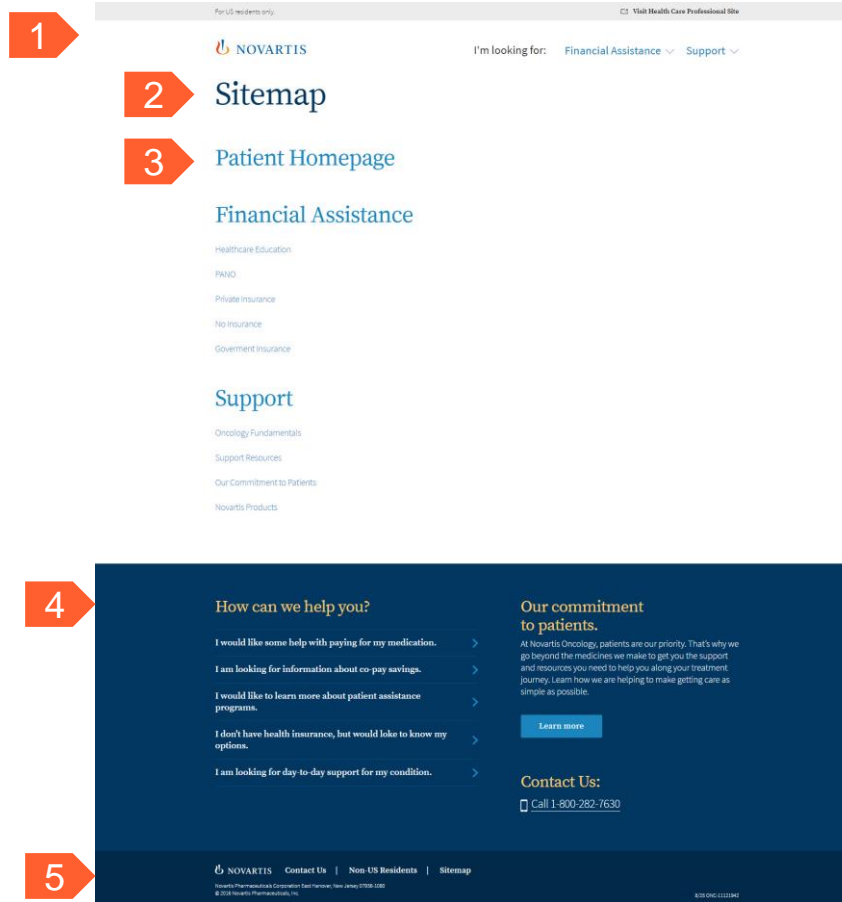


## UTILITY PAGES

# Sitemap

Sitemap follows the Interior Page without Chapter Nav template and uses the Bootstrap Container and Site Map blocks.

- 1 **Header, including navigation**
- 2 **Page Title:** Must read "Sitemap"
- 3 **Sitemap Links:** Must contain all pages of website. Exclude "Sitemap" and "Error Page".
- 4 **Rich Footer:** This is an optional component for the website. It is required on the Sitemap page only if it is used within the website.
- 5 **Footer**



## UTILITY PAGES

# Error Page

Error page follows the Interior Page without Chapter Nav template and uses the Bootstrap Container and Rich Text blocks.

**1 Header, including navigation**

**2 Page Image:** Use an appropriate illustration to represent the page intent.

**3 Page Content:** Must read as follows:

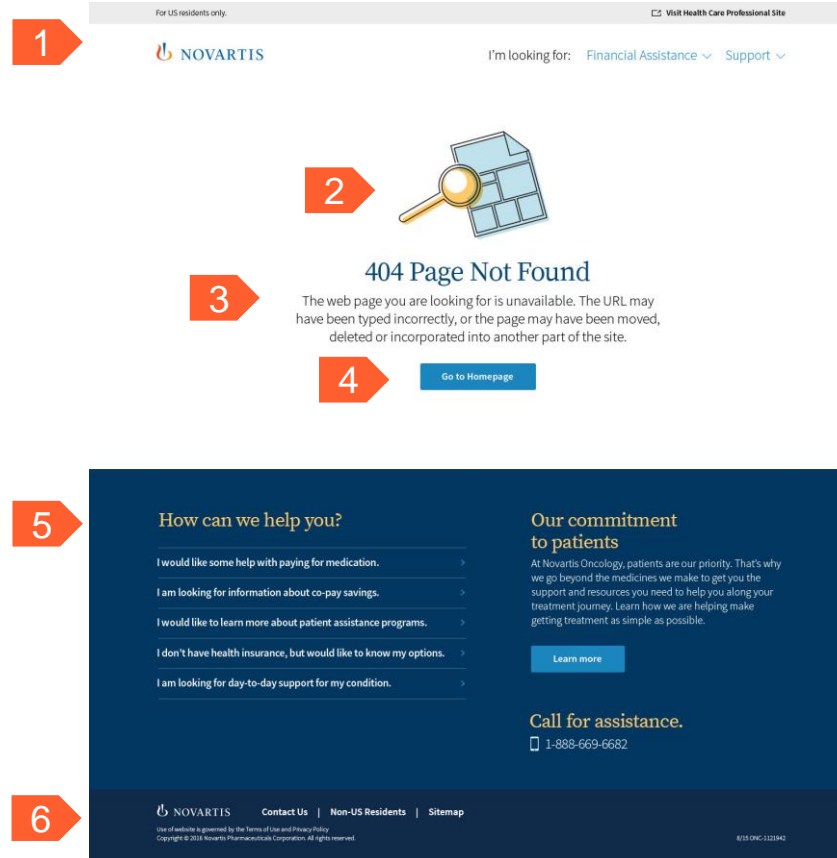
**Title:** 404 Page Not Found

**Body Copy:** The web page you are looking for is unavailable. The URL may have been typed incorrectly, or the page may have been moved, deleted or incorporated into another part of the site.

**4 CTA Button:** Must read "Go to Homepage"

**5 Rich Footer:** This is an optional component for the website. It is required on the Sitemap page only if it is used within the website.

**6 Footer**



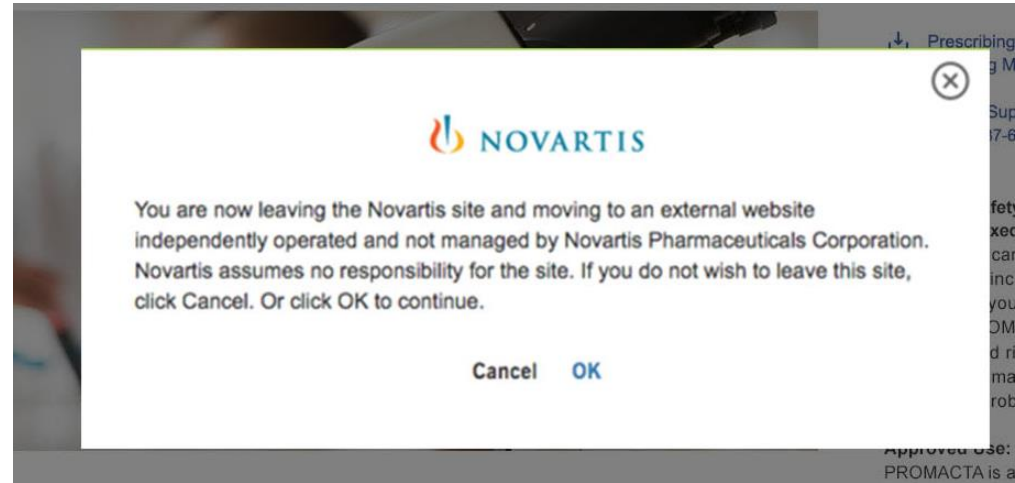
Required

Optional

## UTILITY PAGES

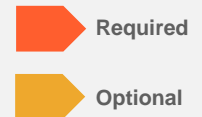
# External Link Pop-up

The External Link Pop-up is a required element any time there is a link to a website that is a non-Novartis web property, the External Link Pop-up is required. This Pop-up appears after the user has clicked the link, and the user must accept before being directed to the link destination.



### TIPS:

- The External Link Pop-up is NOT submitted into oMAP as part of your website. This piece is a standalone and is reviewed and approved separately



# Appendix

# Reference Chart

Document Type	Document Name	Description	Location on IntraLinks <a href="#">US OBU DigiOne CMS Guidelines Resource Center folder</a>
PLANNING			
Support.com CMS Requirements	CMS Requirements_Support.com Framework.com	Documents the guidelines for each pages type for Support.com sites. This is a critical document for site content development.	Training Materials/Support.com folder and CMS Requirements & Responsive Design Principles folder
Website SEO best practices	Starcom-Novartis_Oncology SEO Primer_(2015) – Content Starcom-Novartis_Oncology SEO Primer_(2015) - Technical	Highlights technical and functional SEO best practices for AORs and Digital team	Training Materials/General folder

# Reference Chart

Document Type	Document Name	Description	Location on IntraLinks <a href="#">US OBU DigiOne CMS Guidelines Resource Center</a> folder
DEVELOPMENT			
Support.com Framework Instruction Guide	Support.com Framework EPIserver Instruction Guide	Provides instructions for using the Support.com templates in the EPIserver CMS to create/update non-promotional/disease awareness sites	Training Materials/Support.com folder
Ooyala Tips	OoyalaJobAidOncologyMarch2015_V1.1 Ooyala ID Request Form Ooyala Script	Contains job aids, forms and a sample script to aid, AORs with using Ooyala for video	Training Materials/Ooyala folder
Patient Assistance Language	Patient Assistance Language	Contains suggested language which may be used for a patient assistance program on the Financial Resources page of a product.com site	Training Materials/Support.com folder
Patient Assistance Program Enrollment Application	PAP-GenMed-Oncology-English	Includes the PAP enrollment form as a downloadable PDF	Training Materials/Support.com folder
UPDATES/ENHANCEMENTS/ACTIONS/ISSUES			
Tactical Communications to Digital Consultants and AORs	Announcement_mm.dd.yy	Contains tactical messages to alert the Digital Consultants and AORs of changes, updates, issues and actions re the CMS framework. Notes describe what each communication contains	Announcements folder